NUMBER 79

THE SERIOU FRIEND ALL

VOLUME XLVI.

SAIAT CARE CITY, UTAIL

ASIATIC CHOCKERA.

The Terrific Pague as Viewed from St. Petersburg.

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THE BLACKEST

BLACK SALE . . EVER KNOWN

Black does not necessarily mean mourning. Black is becoming to most people and no lady ought to be Without a couple of good black dresses in her wardrobe. A black dress is useful in many ways, especially a black silk dress if you do not possess a very large wardrobe, You are always dressed if you wear a nice Black Silk or Henrietta. You can wear it to a christeniag, a wedding, a dance or a funeral, and you are still in the fashion. What could be more useful then, in fact more necessary than a good black dress. In consideration of this fact we have decided to hold THE BLACKEST SALE ON RECORD. Mr. Louis Cohn, during his eastern purchasing trip, secured three separate lots of Silks, Dress goods and Lace Flouncings. Each lot greatly below the market value. These goods we shall offer to the public on Tuesday and Wednesday next. TWO DAYS ONLY at prices never before heard of in this western country. You will remember our last Great Sale of Black Silks. You do not forget the quality and prices. You know the tremendous rush there was for those goods. Well ladies, the goods that we shall offer next week are far superior to those in quality, and at a fearful reduction in price. This sale will last only two days; but in order to give everyone a fair chance we make this offer. Any goods bought from us on those days amounting to over \$5 will be laid away for customers on the payment of a small sum down. We do this because we know than it is not always convenient for people to pay cash down at so short a notice, and many of our customers will appreciate this opportunity to secure some of the rich rare bargains we shall offer. Cohn Bros.

Black Sale! •• Black Sale! •• Black Sale!

BLACK SILKS.



Black Jackets, Black Dress Goods, Black Corsets, Black Trimmings.

Black Cloaks. Black Novelties.

BLACK SPECIALS

No. 1-Our Black 75c. Rhadame at 55c per No. 2-Our Black \$1.00 Shadame at 6714c. pt

No. 3-Our Black \$1,25 Satin Duchesse

No. 4-Our Black \$1.75 Satin Duchesse \$1.90 per yard.

No' 6-Our Black \$1.75 Peau de Soie at \$1.1

No. 7-Our Black \$1.00 Bengaline Paille a 65c, per yard. No. 8-Our Black \$1.50 Bengaline Fallie, 25i

No. 9-Our Black 65c. Surah Silk at 45c. pe

No. 10-Our Black 85c. Surah Silk at 62%c

No. 11-Our Black \$1.25 Surah Silk at 83%c.

No. 12-Our Black \$1.00 Grow Grain Silk at be per yard No. 13-Our Black H.M. Min. Heavy Gros

No. 15-Our Black 45in, French Henrietta at

No. 17-Our Black #ffin Extra Fine \$1.25 rench Wool Henrietta at 8715c, per yard,

No. 18-Our Black 50in. Storm Serge at 80c

ming Stock. It is by far the most complete we ever had, All the latest

Buttons, Fringes. Jet is

We shall offer a most elegant line of Black Chantilly Flouncings, etty before. You can seure one of these at a very great bargain during our two days sale. The de-



Ladies' Silk Walsts for to be very much in style. range of styleo and qualities, lined throughout, with girdles and fancy ruchings and ruffles, at special sale prices for two days.

S Furs, Capes and Cloakstwo days at the bargain

BLACK BARGAINS.

No. 19—Our Black \$1.65 Silk Warp Extra Fit French Henrietts, at \$1.20 per yard.

No. 21-Our Black \$1.70 Jacquard Crepor a beautiful weave at Mc. per yard. No. 22-Our Black for, Alpacea at 45%c, pe

No. 24-13 ack Drapery Nets in all the ver intest designs at \$1, \$1 50 and \$2.25 per yard.

No. 3)-Our Black Alpacea Shirts for ladies, and and lace trimmed at 63,50 each No. 31 -Our Blues Alpacea lined Skirts at

No. 31-Our Black fast dye Hoso for Miss all sizes 515 to 812, worth 15c, at He a pair.

No. 36-Our Black Lisie Hose for ladies' op stite's 50c, quality at 35c, a pair. No. 37—A special lot of Ladies' Binek Jackets a all sizes for fall and winter wear. Price for we days' only. 35. No. 39-Four styles in Ladles Black Diagonal Both Jackets in all sizes. World beaters at

These prices are for Tuesday and Wednesday only. Seize

BLACK SILKS.



Black Jackets, Black Hosiery, Black Gloves, Black Laces.



Black Cloaks. Black Underwear